

ORDER



Orders
Order / Rev: 170574
Alt Order #: 06399003
Product Desc: OBAMA 4 PRES:60'S
Estimate: 2265
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	6	\$40,000.00	\$34,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$40,000.00	\$34,000.00	0.00
Totals	6	\$40,000.00	\$34,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$40,000.00
Market	100%	\$200,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$2,000.00
WISN	29%	\$58,000.00
WITI	32%	\$64,000.00
WMLW-	1%	\$2,000.00
WPXE	0%	\$0.00
WTMJ	16%	\$32,000.00
WVTV	1%	\$2,000.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/01/12	11/02/12	Price Is Right 10a-11a	CM	10a - 11a	---TF--	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			1			\$2,000.00		0.00			
E 2	WDJT	11/05/12	11/06/12	Y&R 11a-12p	CM	11a - 12p	MT-----	1:00	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----			1			\$2,000.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	11/05/12	11/05/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm 1-----	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1			\$12,000.00		0.00			
4	WDJT	11/01/12	11/01/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---		1			\$6,000.00		0.00			
5	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	1:00	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1			\$12,000.00		0.00			
E 6	WDJT	11/04/12	11/04/12	NFL Late Game Regular Season NFL Late Game Regular Season	SPRT	NFL Late Game Regular Season -----1	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1			\$6,000.00		0.00			
												Totals	6	\$40,000.00